

-CLASS - CIGARETTES
PHILIP MORRIS
VOLUME IS EXPRESSED IN COUNTS
STATICS: SEE LEGEND
DATA 01/02/89 - 12/31/89 488-539

MARKET FACT BOOK ANALYSIS
COUPON IMPACT TRACKING

PAGE - 1 PIT, MAR, WIS, TEX, ROM, JUN, SAL, CED
MEM, SEA, DET, CLE, LOU, KAN, MIN, DEN
PHI ALL

PERIODS ENDING

| | 1/29 | 2/26 | 3/26 | 4/23 | 5/21 | 6/18 | 7/16 | 8/13 | 9/10 | 10/ 8 | 11/ 5 | 12/ 3 | 12/31 | TOTAL |
|--|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|
|--|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|

CATEGORY - CIGARETTES

| | | | | | | | | | | | | | | |
|-----------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| SHARE OF MARKET (CATEGORY VOLUME) | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| SHARE OF TOTAL COUPONS REDEEMED | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| % VOLUME ON MANUFACTURER COUPON | 25.0 | 25.3 | 25.1 | 24.9 | 25.6 | 23.5 | 25.7 | 24.8 | 23.7 | 23.6 | 25.5 | 26.5 | 29.3 | 25.2 |

| | | | | | | | | | | | | | | | |
|--------------------------|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| % VOLUME BY COUPON TYPE: | MAGAZINE | 0.4 | 1.2 | 1.0 | 0.6 | 0.9 | 1.1 | 0.9 | 1.5 | 2.2 | 1.3 | 1.0 | 2.2 | 2.4 | 1.3 |
| | NEWSPAPER | 0.1 | 0.1 | 0.1 | 0.2 | 0.4 | 0.1 | 0.1 | 0.1 | 0.4 | 0.1 | 0.0 | 0.1 | 0.1 | 0.2 |
| | FREE-STANDING INSERT | 19.4 | 24.2 | 21.7 | 18.6 | 20.2 | 22.5 | 18.1 | 17.5 | 20.4 | 16.9 | 15.6 | 13.7 | 11.2 | 18.5 |
| | DIRECT MAIL | 10.3 | 12.9 | 13.7 | 11.8 | 11.0 | 17.5 | 16.0 | 16.4 | 12.7 | 15.2 | 14.0 | 14.5 | 15.8 | 13.9 |
| | ON-PACK/IN-PACK | 0.9 | 0.6 | 1.0 | 0.6 | 0.8 | 0.9 | 0.3 | 1.0 | 1.4 | 2.1 | 1.0 | 1.5 | 1.7 | 1.0 |
| | INSTANT REDEEMABLE | 67.2 | 58.6 | 60.8 | 65.2 | 64.0 | 55.0 | 60.9 | 59.8 | 60.5 | 61.6 | 65.8 | 64.2 | 66.1 | 62.3 |
| | OTHER | 1.8 | 2.4 | 1.8 | 2.9 | 2.7 | 3.0 | 3.7 | 3.8 | 2.5 | 2.8 | 2.6 | 3.9 | 2.6 | 2.8 |

| | | | | | | | | | | | | | | | | | |
|---------------------------|---------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|
| % VOLUME BY COUPON VALUE: | \$0.00-\$0.50 | 1.1 | 1.1 | 0.7 | 1.5 | 1.3 | 1.4 | 1.4 | 1.7 | 2.4 | 1.9 | 1.2 | 2.5 | 2.3 | 1.8 | 1.6 | 0.0 8 |
| | \$0.51-\$0.75 | 0.0 | 0.0 | 0.1 | 0.1 | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| | \$0.76-\$1.00 | 22.6 | 22.8 | 20.5 | 16.3 | 21.3 | 28.9 | 26.0 | 24.8 | 30.5 | 28.5 | 30.0 | 27.4 | 34.5 | 25.6 | 25.6 | 25.6 |
| | \$1.01-\$1.50 | 17.0 | 22.3 | 16.6 | 14.2 | 8.8 | 7.8 | 3.9 | 3.2 | 2.6 | 1.5 | 0.6 | 0.7 | 0.7 | 7.9 | 11.8 | 11.8 |
| | \$1.51-\$2.00 | 50.4 | 46.1 | 52.1 | 56.7 | 58.1 | 51.6 | 59.1 | 58.8 | 50.9 | 53.9 | 52.3 | 55.4 | 47.4 | 53.3 | 10.6 | 10.6 |
| | \$2.01-\$2.50 | 0.7 | 0.4 | 1.6 | 2.7 | 3.5 | 2.8 | 2.6 | 3.7 | 4.3 | 5.5 | 4.9 | 4.9 | 5.3 | 3.2 | 0.8 | 0.8 |
| | \$2.51-\$3.00 | 7.0 | 6.8 | 6.4 | 5.8 | 5.3 | 6.5 | 5.8 | 6.1 | 7.9 | 8.4 | 8.0 | 8.4 | 9.3 | 7.0 | 2.0 | 2.0 |
| | \$3.00+ | 1.2 | 0.8 | 1.1 | 3.1 | 1.6 | 1.1 | 0.8 | 1.0 | 1.9 | 0.9 | 1.6 | 0.9 | 1.0 | 1.3 | 1.3 | 0.52 |

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